Hands On®
The Newsletter of the American Massage Therapy Association
March/April 2004

AMTA Seeks National Volunteers

As a member of AMTA, each of you holds a special understanding of the value massage has to our society, and each of you carries a deep sense of commitment to the massage therapy profession. Many members have experienced the satisfaction of helping advance the profession and the mission of AMTA by volunteering on the National Board of Directors.

AMTA wants you to follow in their footsteps. Express your dedication to the massage therapy profession by seeking election to serve on the board. While offering your expertise, you will also learn valuable leadership and life skills.

If you are thinking about volunteering, you can request a candidate application packet, which includes a candidate application, the nominations and elections policy, job descriptions of the open offices and the AMTA Future Directions. Packets will be available for mailing after March 1. The National Office must receive your complete application by May 17 at 5 p.m. Central time.

President-elect, one vice president and four member-at-large positions are open this year. For more information, please contact Carolyn Talley Porter (SC), chair of the 2004 Commission on Nominations, at 864-848-2015. Or, E-mail her at: *Carolyn.Talley@gvltec.edu*. You can also contact Jean Middleswarth (NC), the 2004 commissioner of elections, at 336-926-1589, or at: *jemstone@triad.rr.com*.

To request a candidate application packet, contact Mark Tyle, director of Governance and Chapter Relations, at: *mtyle@amtamassage.org*. Or, you can request information by writing to:

2004 Commission on Nominations
AMTA
820 Davis St.
Suite 100
Evanston, Illinois 60201-4464

Educational Standards Voiced At COS Conference

"Touching Old Ideas with New Ones" was the theme of this year's AMTA Council of Schools (COS) Leadership Conference, held this past January in New Orleans.

In October 2003, the AMTA National Board of Directors charged the COS Board to develop a plan that supports AMTA's goal of professional competency and vivid description for an envisioned future that all massage therapy institutions and programs are accredited by a U.S. Department of Education-recognized agency that specializes in massage therapy education standards. That request was reflected throughout this year's conference, including the opening address by Robert King (IL), founder and president of the Chicago School of Massage Therapy (CSMT).

AMTA, NCBTMB, AMTA Foundation and COMTA officials gather at the 2004 COS conference in New Orleans. From l–r: Susan Scoboria, Garnet Adair, Elizabeth Lucas, Peggy Smith, John Balletto, Brenda L. Griffith, Jan Schwartz and Carole Ostendorf.

King's speech, entitled "Where We've Come From: Reflections and Opportunities for the Council of Schools," covered the history between AMTA and COS, and the creative tension that often existed between the two organizations on everything from extensive curriculum reform to upgraded standards and classroom hours. He told *Hands On* that he thought the conference made a lasting impression on attendees, and they left asking the right questions. [The audience included educators and school members of AMTA.]

"The COS conference was a successful and galvanizing event," King says. "I felt that educators and school owners began looking much deeper at the issue of educational standards."

In his closing address, George Kousaleos (FL), founder and president of the CORE Institute, reminded attendees that there will be obstacles to future accomplishments, but that there are solutions to be found through combined resources and "thinking outside the box."

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> "The COS conference was a successful and galvanizing event. I felt that educators and school owners began looking much deeper at the issue of educational standards."
>
> *– Robert King, Founder and President, CSMT*

Inside: Check Out AMTA's "2004 Learning Pages" Insert

Hands On
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March/April 2004

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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(Effective March 1, 2004)

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President's Letter

Choose What You Love And We All Win!

You probably have heard the saying: "When the student is ready, the teacher will appear." In 1988, I took an arthritis workshop. During a break, I spoke with an 88-year-*young* woman whose hands were strong, even though her fingers showed signs of age. She had been practicing massage in Florida since the 1920s; her license number was under 15. I wanted to know more about this incredible woman who practiced what she loved.

Our conversation went like this: "How many sessions do you do each day?" I asked.

"Well, I don't do as many as I used to," she said. "Now, I only do about three to four. I used to do 10 to 12, but as my clients die off, I just don't replace them." She smiled.

She said that most of her clients have been with her for 60-plus years, and she sees several clients that are more than 100 years old. Her oldest client is 108. When I asked her how long she had been massaging that client, she replied, "Since I got my license." This time, I smiled.

She also said that most of her clients come in for massage at least once a month, others more often than that, depending on what they can afford. "They know they feel better after they have come [for massage]."

I decided right then and there that I wanted a massage practice where people would come to me for many years. I knew that massage would increase my clients' quality of life. I immediately began changing my viewpoint of how I practice massage.

Our profession allows therapists to choose how, when and where they give the gift of massage. AMTA, which is now going into its 61st year, has helped make those opportunities happen. Let us encourage and honor building practices that work for each therapist through the diversity of choice. Let us educate people on the power of massage, allowing them many choices. Let us work together to build a profession that gives quality of life to another person. Let us allow ourselves to embrace and enjoy what we love to do. We all win when a person practices the art of massage!

In service and celebration,

Laurel J. Freeman

Laurel J. Freeman
AMTA President

Massage Therapists Needed For 2004 Olympics In Athens

The Athens Organizing Committee for the 2004 Summer Olympiad is looking for volunteers for the Summer Olympics this August. This is the fourth Olympiad that will officially include international massage therapists as members of the Health Services Medical Team.

George Kousaleos (FL), one of the five-member leadership group that organized the Athens Services Sports Massage Team 2004 for the both the Olympics and Paralympics taking place this summer, says he enjoys helping these athletes perform at the top of their game.

"Most come here not expecting to win a medal," Kousaleos says. "But we want to help them perform at their best, and massage gives them that edge." He adds that these world-class athletes utilize sports massage in their everyday lives, and can't imagine performing without it.

"It also helps them manage stress," Kousaleos says. Most of these athletes work their whole lives for this, so they consider massage therapy an integral part of their training.

The other four members of the team are Bryan Buckley (MA), Anna Kotsena Gammal (MA), Roger Olbrot (UT) and Stanley Mavridis of Great Britain. Kousaleos says the team anticipates receiving anywhere between 500 and 1,000 applications to review. They are looking for 100 international massage therapists for the more than 10,500 athletes at Athens in August, and 60 for the 4,000 athletes participating in the Paralympics. The massage therapists will work with other medical professionals at the Polyclinic of the Olympic Village, as well as at many training and competition venues.

Interested massage therapists should visit the information and application Web site at www.athenssportsmassageteam2004.com. Selection criteria, application deadlines, dates of each event, leadership bios and other frequently asked questions are available here. The deadline for applications is April 30, 2004.

Note: AMTA doesn't coordinate massage therapists' participation in massage for Olympic games.

Florida Governor Bush Declares Massage Therapy Awareness Week

Last October, Florida Governor Jeb Bush signed the Florida Massage Therapy Awareness Week proclamation. Governor Bush declared October 20 to 26 Florida Massage Therapy Awareness Week. AMTA Florida members Maureen Gilbert, Lynda Solien-Wolfe and Michael McGillicuddy were on hand for the signing.

Florida Governor Jeb Bush signs the Florida Massage Therapy Awareness Week proclamation from his Tallahassee office. From l-r: Maureen Gilbert, Governor Bush, Lynda Solien-Wolfe and Michael McGillicuddy.

Conference

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"We can never be satisfied with the status quo," Kousaleos says. "The future presents the ultimate opportunity to learn, to create, to magnify and to shape a truth that embraces the best of humankind."

There were 110 attendees at the conference this year, which was held in New Orleans' French Quarter. Attendees were given the chance to visit the nearly 30 exhibits, participate in continuing education courses, and network with their peers.

COS Election Results

Election results for the COS board were announced at the conference. A new president, 2nd vice president and secretary were named. The following are the members of the new COS board:

- Winona Bontrager—COS President
- Chris Froelich—1st Vice President
- Melony Phillips—2nd Vice President
- Barry Antoniow—3rd Vice President
- Cheryl Sproles—Secretary

COMTA Update

The Commission on Massage Therapy Accreditation (COMTA) will be offering its next accreditation workshop June 3–4 at the Hilton Garden Inn in Evanston, Illinois. The cost for the workshop is $250 per day for one attendee, $200 per day for an additional attendee and $350 per day for consultants. For more information, call 847-869-5039, or send an E-mail to *info@comta.org*.

Also, COMTA has moved into a new location. Its new address is:

1007 Church St., Suite 302
Evanston, IL 60201
Phone: 847-869-5039

"The new office is only a few blocks away from the AMTA National Office, so if you are in town and visiting, please stop by," invites COMTA Director Carole Ostendorf.

Ostendorf also praised Jan Schwartz (AZ), who has served as COMTA chair for the past three years. Her term of service to COMTA will end this fall. "Jan has provided clear, focused and dynamic leadership to COMTA during her service through a very exciting time," Ostendorf says.

Legislative Report

More States Pass Licensure Laws

What a year 2003 was! Kentucky and Arizona became the 32nd and 33rd states, respectively, to pass massage therapy licensure laws. AMTA successfully exhibited at the annual meetings of the National Conference of State Legislatures and the National League of Cities, providing almost 400 massages to state and locally elected officials. The AMTA Government Relations Committee (GRC) Chair M.K. Brennan (formerly Knollmeyer) was elected to the AMTA Board of Directors as a vice president. She has been replaced by Dolly Wallace (MI) who has been a long-time GRC member and a former AMTA member-at-large.

However, there are still many challenges, as states continue to struggle with budget deficits, and are looking at new ways to raise money. One unattractive trend is the taxing of so-called personal services, including massage therapy. This has already happened in Ohio, and similar efforts have been proposed in Arkansas and Virginia. The GRC, with assistance from AMTA government relations consultants, MultiState Associates, Inc., is available to assist all AMTA chapters as they monitor developments in legislation and regulations in their states.

Web Site Update

The legislation section of the AMTA Web site has been renamed the "Government Relations" section. This better reflects the information provided. Members will find links to the AMTA Government Relations toolkits, contact information for Government Relations Committee members, as well as other weekly legislation and regulation reports. Links are provided for massage regulatory boards and state credential requirements. More news and helpful hints are being added.

This is also another big election year. In addition to the presidential race, many state and local offices are being contested. The "Government Relations" section of the AMTA Web site offers a link to www.votesmart.org. Just enter your zip code where indicated in the site, and you will receive contact information for all of your elected officials at the federal, state and local levels. Use this link to share your concerns and issues that affect your life and livelihood.

fingerprints

Massage Therapist Volunteers Hands For Construction

Last summer, Kathleen Palumbo (FL) traded in her massage skills for another—construction. She traveled with 12 other volunteers to Costa Rica with Global Volunteers, a not-for-profit organization that offers short-term service projects around the globe.

For two weeks, Palumbo helped with a variety of projects at a high school in Santa Elena, right near the Monteverde Cloud Forest. While Mount Arenal, an active volcano, erupted in the background three times, she continued to work on building an outdoor food kiosk and a covered walkway, among other projects.

Photo courtesy of Global Volunteers

Kathleen Palumbo at work in Costa Rica as a Global Volunteer.

Palumbo says she learned a lot from the experience. "We are all more alike than we are different," she says. "But the differences are worth discovering."

For more information about volunteer opportunities with Global Volunteers, call 800-487-1074, or visit the organization's Web site at www.globalvolunteers.org.

Volunteer Therapist Makes Impact In Remote South Pacific Island

From the looks of the sandy beaches and pristine water that surround the island, it's hard to believe that poverty thrives there. But Sumba Island—just a two-hour plane ride west of Bali—is home to an indigenous population whose sole source of employment comes from a nearby resort.

While browsing the Web, Lynn Phillips (VA) stumbled upon the Sumba Foundation, a not-for-profit organization that helps the island natives. She was looking for volunteer opportunities in order to receive her NCTMB certification to teach courses on manual lymphatic drainage (MLD), something she specializes in.

The Nihiwatu Resort on the island was looking for licensed massage therapists to train their therapists. But Phillips was hoping to help in another way. She knew, given the poverty on the island and the tropical climate, that filariasis, a disease that can cause elephantiasis and massive swelling of the lymphatic system, would be prevalent. She had worked for a couple of years with cancer patients undergoing chemotherapy at Massey Cancer Center at Virginia Commonwealth University, so she understood the effects disease can have on the lymphatics. Phillips wanted to offer her skills with MLD to the island natives, as well as to train local medical workers in the process.

Lynn Phillips poses with the women to whom she taught massage.

When the resort owner told her there weren't such cases of disease on the island—which she didn't believe—she decided to take the opportunity to train the resort therapists in massage. Luckily, while she was on the island, a group of doctors also paid a visit to the area. With their help, she convinced the resort owner of the existence of elephantiasis on the island. A medical clinic is now in the works there. Phillips is looking to incorporate the MLD training for local nurses, but has not heard back from the resort about when she can return and offer the training. But, she's not giving up.

Phillips is in the process of establishing MLD training for nurses on the elephantiasis-plagued island.

"Lymphedema is something that so many people don't know they have until they start showing the physical symptoms," Phillips says. She adds that there isn't a lot of help for people with the condition, and she wants to help educate and care for these patients. Her work on Sumba Island is just one way to do that. "Volunteering is part giving and part educating the community," she says.

For more information about her volunteer efforts with lymphedema, Phillips can be contacted at her practice in Richmond, Virginia, Equilibrium Therapeutic Massage and Lymphatic Health, at: 804-747-1700.

quick tips!

Taking Care Of Yourself

In a career as physically demanding as massage therapy is, it is important to apply what you learned about body mechanics in your massage therapy training to yourself. Remember to set aside time each day to rest your body and to stretch your muscles. Also take care of yourself with a healthy diet and regular exercise, such as walking, hatha yoga, tai chi or aerobics. You should also invest in ergonomically healthy office furniture to keep your body comfortable throughout the day.

As massage therapists, you tell your clients and the public about how massage can benefit both their bodies and their attitudes. Don't let yourself get too busy providing the benefits of massage to others and neglect to get one for yourself in the process!

The following are a few links that provide some helpful tips on self-care:

- About Stress: http://stress.about.com
- Absolute Authority On Self-Care: www.absoluteauthority.com/Self_Care
- Stress Management Tips And Resources: www.stresstips.com

Adapted from *The Business of Massage* textbook.
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AMTA Revamps Consumer Section Of Web Site

WEB BYTES

In the coming weeks, you will see an overhaul of AMTA's home page www.amtamassage.org. Last year, we concentrated on revising the Members' Section and providing members with individual logins and other special features. This year, we focused on updating the other part of the Web site to offer consumers, students, health-care practitioners and potential members a more user friendly way to navigate the site.

Take a tour and see the new indexing system. The home page will offer you links to each individual section, and briefs of new happenings and announcements. With a continual increase in viewers (the site now gets more than 2.4 million hits per month, for an average of 51, 300 unique visitors per month), the need to revise was imperative.

The revised section also will contain an improved Job Network. Members who are looking for a job and have posted a resume will now also have them posted in the nonmember area, so others will have the opportunity to hire them. The Job Network will be combined with the On-Line Classifieds to take advantage of the bigger viewer base as well. Consumers, students, health-care practitioners, the news media, massage therapists, schools and advertisers will each have special sections to link to with all the pertinent information they need. This will make it easier for AMTA to provide easy access to information for our audiences.

The AMTA Bookstore also has been moved up front to help generate more revenue for your association. Through additional sales to nonmembers, we may continue working to bring you more programs. AMTA's *Find a Massage Therapist*® national locator service will take on a new look, too—both the map and search functions will appear on the same page. Viewers will now be able to search using a mileage selection of 10, 50 or 100 miles from a specified zip code.

A New Look: On March 1, AMTA unveils a redesigned home page for www.amtamassage.org.

AMTA always works to stay in the forefront of technology while maintaining an easy-to-access Web site. The new look is fresh, uncluttered and features photos of consumers and massage therapists in action. Each time someone links to the site, new photos will appear depicting people of all ages. The photos will not change constantly, so the viewer with just a dial-up connection will not have to wait long for the page to upload to their computer. Each target section will have its own color background and distinctive photo to identify the audience.

The new site will launch on March 1 so be sure to check it out, and welcome our new technology for 2004!

Organizations Enforce Credentials Involving Trademarked Modalities

AMTA members who currently indicate they practice Feldenkrais®, Rolfing® or Trager® will soon be receiving a letter from those organizations, notifying them that the right to represent themselves as one of those practitioners must be granted by each organization. This is to further efforts of the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations to educate practitioners how to accurately represent their credentials and expertise. The federation, of which AMTA is a member, strives to strengthen the collective values of these professions.

Any questions concerning these registered marks can be directed to the owners:

- Feldenkrais® Guild of North America: 800-775-2118 or *info@feldenkraisguild.com*
- The Rolf Institute® of Structural Integration: 800-530-8875 or *info@rolf.org*
- United States Trager® Association: 216-896-9383 or *admin@trager-us.org*

Hands On Needs You!

Have you recently won an award in recognition for your massage therapy work? Are you spreading the word about massage in your community? Have you achieved an extraordinary feat that you'd like to share with other members? *Hands On* is looking for contributions for its "Fingerprints" section in each issue of the newsletter. Send a brief description or press release *and a photo* that can accompany the story to:

Valerie Danner
Hands On Managing Editor
American Massage Therapy Association
820 Davis St., Suite 100
Evanston, IL 60201

Or, if you have a digital photo and prefer to send your entry via E-mail, send it to: *vdanner@amtamassage.org*. Please make sure that the digital photo is taken in *high resolution*.

AMTA Focused On Strategic Plan

The groundbreaking process that resulted in AMTA's Future Directions (see the January/February 2004 issue of *Hands On*) also provided the association with a Strategic Plan for three to five years. Within the Strategic Plan is a focus for the fiscal year that begins this March. Implementing it will help us accomplish the goals and objectives of the overall plan.

This year, AMTA will refine member services to implement interactive member relationships with AMTA at both the national and chapter levels. Members should experience AMTA as an open, supportive and inclusive community. AMTA always has striven to be accessible to its members, but we've learned that some of you haven't felt as connected to the AMTA community as you should. So you will see more opportunities for every member to provide input into what AMTA is doing.

Together, volunteers and staff are actively examining the strategic focus related to the advocacy and influence goal. Our strategy for FY04/05 is to develop and implement a government relations program.

And, as part of the FY04/05 strategic focus, AMTA's public relations program will be designed to create consumer preference for AMTA members. This is to help reach our goal for image and awareness—for the public and health-care communities to understand the value of massage delivered by AMTA members as a regular part of their lives.

To fulfill our goals, AMTA will be carrying out these strategies in FY04/05. AMTA will continue to evolve, make internal adjustments and move the profession forward. You can read more about our progress in upcoming issues of *Hands On*.

Look forward to an exciting year as AMTA works collectively on your behalf to serve you and the profession.

foundation bulletin

Oakworks Becomes Sustaining Benefactor Of AMTA Foundation

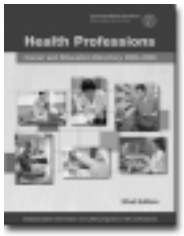
The American Massage Therapy Association (AMTA) Foundation has recently received a donation of $10,000 from Oakworks®, Inc. (Shrewsbury, Pennsylvania). The donation was granted to help the foundation expand its efforts in the area of massage therapy research. Oakworks, a leading supplier of massage tables and other therapeutic equipment, also donated the $325 it accumulated from a raffle the company sponsored during the 2003 AMTA National Convention in Richmond, Virginia.

Linda Riach, CEO of Oakworks, Inc., says the company wholeheartedly backs the foundation's commitment to research. "We see the value of their efforts toward the overall development of massage therapy, in helping those with health issues like pain, trauma and stress, as invaluable. This research helps the entire industry forge into other arenas, and supports the organization as it takes on the hard-earned mantle of leadership, setting the standard for care and championing massage therapy everywhere."

Oakworks joins a growing number of corporations that have responded to the foundation's call for vendor support. "The AMTA Foundation is at an exciting point in its development," says John Balletto (RI), AMTA Foundation president. "We have worked with both the research and massage communities to create a definitive agenda to expand and direct research that will demonstrate the benefits, safety and efficacy of therapeutic massage and bodywork."

For more information about the AMTA Foundation's Corporate Donor Program, please visit the organization's Web site, which is: www.amtafoundation.org, or call 847-869-5019, ext. 120.

AMA Directory Now Includes Massage Therapy



At the request of the American Medical Association (AMA), AMTA submitted a description of the work of a massage therapist for the AMA's *Health Professions Career & Education Directory*. The description is one of the new listings in the 2004–2005 edition, scheduled for publication as this issue of *Hands On* is being mailed. It also describes massage training, employment characteristics, national certification and regulation of the profession.

The directory includes basic information about AMTA as the best resource on the profession and about the Commission on Massage Therapy Accreditation (COMTA) as the resource for accreditation of massage and bodywork training programs.

You can read a promotion of the directory, including their announcement of the inclusion of massage therapy, on the AMA's Web site at: www.ama-assn.org/ama/pub/category/11847.html.

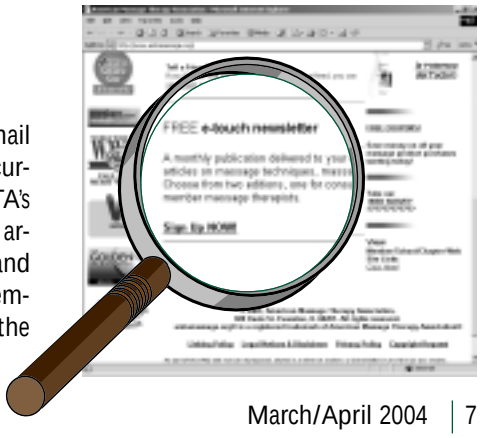
Membership Categories To Be Simplified

In December 2004, AMTA will simplify membership categories. Watch for details beginning in late spring in *Hands On*, on the AMTA Web site and in other AMTA communications.

Subscribe Now

AMTA's *e-touch*℠ newsletter

If you haven't provided AMTA with your E-mail address, you're missing out! Members with a current E-mail address on file receive *e-touch*, AMTA's monthly online newsletter. It contains feature articles, the latest information, business ideas and tips in the massage therapy profession. Call member services today at 847-864-0123 to get on the E-mail list!



CALENDAR

2004

MARCH 25–28
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108
E-mail: bethnec@juno.com

MAY 6–8
4th Annual Mid-Atlantic Conference
Ocean City, Maryland
Contact: 443-612-9119
E-mail: amtamd@ms.com

JUNE 12–13
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 847-864-0123, ext. 157

AUGUST 12–15
AMTA COS Teachers Conference
Denver, Colorado
Contact: 847-864-0123, ext. 143

OCTOBER 6–9
AMTA 2004 National Convention
Nashville, Tennessee
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

Education Events

LOOKING FOR EDUCATION?

It's easy for you to find a workshop, seminar or educational offering to help you build your practice and grow in your profession. Look to the "Learn 'n Earn Calendar " on the AMTA Web site to help you locate educational offerings in your geographic area or in an area of interest.

To search the calendar, you can choose one of the following options to help you find what you are looking for: city, state, topic, date or locale. As an AMTA member, you also can post educational offerings for *free!*

To get started, go to www.amtamassage.org and click on the Learn 'n Earn icon on the left menu bar to search the calendar. You can immediately take advantage of this terrific resource.

NEW LEARNING PAGES

Inside this issue of *Hands On*, you will find the *AMTA 2004 Learning Pages* insert. This two-page brochure is filled with information about the various educational offerings AMTA will be providing this year. Learn about who will be speaking at the upcoming (October 6–9) National Convention in Nashville, Tennessee. You'll also find details about the upcoming Council of Schools (COS) Teachers Conference meetings. In order to receive more information about any of these events, just fill out and return to us the "please send me more info" form in the insert.

JUST A REMINDER

AMTA's Web site is www.amtamassage.org. Recently, some members have mistakenly tried to reach us at www.amta.org (the Web site for the Antenna Measurement Techniques Association).

UPCOMING DEADLINES

May 3, 2004 — *July/August 2004 Issue*
July 1, 2004 — *Sept./Oct. 2004 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 820 Davis Street, Suite 100, Evanston, Illinois 60201-4464

Phone: 847-864-0123, ext. 144 • Fax: 847-864-1178

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